

**Florida Board of Medicine
Communication, Education and Information
Committee Meeting**



**Hilton Deerfield Beach/Boca Raton
100 Fairway Drive
Deerfield Beach, FL 33441
(954) 427-7700**

October 11, 2012

MEETING REPORT

1 Roll call 4:30 p.m.

3 **Members Present:**

4 Brigitte Goersch, Chair, Consumer Member

5 James Orr, M.D.

6 Nabil El Sanadi, M.D.

7 George Thomas, M.D.

8 Onelia Lage, M.D.

9 Donald Mullins, Consumer Member (arrived 4:55 pm)

Members Absent:

11 **Staff Present:**

12 Joy A. Tootle, J.D., Executive Director

13 Ed Tellechea, Board Counsel

14 Donna McNulty, Board Counsel

15 Nancy Murphy, Paralegal

16 Crystal A. Sanford, CPM, Prog. Opr. Adm.

17 Ashley Carr, Public Information Officer

Others Present:

19 **I. Board of Medicine Web Page Presentation**

20 Lola Pouncey, Chief of Bureau of Operations, presented the Board's new website, introduced the new
21 web designer, Chad White and requested feedback.. She was accompanied by Rich Smith.

23 At the conclusion of the presentation, members expressed appreciation for the hard work. Members felt
24 Ms. Pouncey's team did an amazing job and said the web page looked great.

26 Ms. Goersch advised that focus groups would be used to review the website and the Board would be
27 getting a system to replace the current Mailman System as a Board information subscription service.
28 New software will allow Board staff to send out the Board Brief in the previously approved format.

30 Dr. Lage suggested the Chairman's Recognition Award Recipients be included on the web page.

32 Ms. Sanford explained it is normally included in the Board Brief but would be placed on the website.

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1 Ms. Goersch explained the Department's aggressive deadline to go "live", however, she would be
2 pleased if it was live by the end of the year.

3
4 **II. Board Letterhead and Seal**

5 Ms. Goersch presented the various samples of letterhead to the members. The members selected the
6 letterhead that reflected the format of the new web page.

7
8 Ms. Tootle explained the next step for Department of Health approval, but she did not feel it would take
9 too long. Once approved, the letterhead would be used when appropriate.

10
11 Ms. Goersch presented the currently approved Board Seal. The seal was modified to allow its use for
12 various mediums, such as the web page and printed materials. The Board's original seal was presented
13 by Chandra Prine, Administrator in the Board office, to show the members. Dating back to 1921 the
14 original seal reads "Florida Board of Medical Examiners".

15
16 Mr. Mullins suggested the seal be given to the museum dedicated to Florida public health history. Ms.
17 Prine said the Board has already loaned items such as old licensure and examination books.

18
19 Ms. Goersch said she thought it would look good in a case outside of the Executive Director's Office.

20
21 **Action taken:** letterhead selected and approved; will be sent through Department's approval process

22
23 **III. Article: Model Policy Guidelines for the Appropriate Use of Social Media and Social**
24 **Networking in Medical Practice (FSMB) – Information only**

25 This policy was provided for information only.

26
27 **Action taken:** None

28
29 Dr. El Sanadi asked if the Human Trafficking article the Board recently received would be placed on the
30 new website and he was advised that it would be.

31
32 The meeting adjourned at 4:59 pm.